... now watch us *tackle a* Milky Way

MOTHERS

If you saw how it is made, you would insist that your children eat only Milky Way whenever they crave candy. Of course, no insisting really is necessary, because Milky Way is already the outstanding favorite of children as well as older folks. Everyone is quick to recognize that there's something unusual in its goodness. A satisfying taste that only honest wholesomeness and quality can give.

MARS, INCORPORATED · CHICAGO, ILL.

Just imagine . . . that flavor telling of fresh sweet milk and delicious *malted* milk . . . that golden layer of soft, creamy caramel (that can only be made with butter fat from pure, fresh cows' milk) . . . and then, outside of all, that marvelous, rich brown coating of *real milk* chocolate. What a rare combination that is! Not only in taste, but in healthful food value, quick energy, easy digestibility. Made under the most ideal conditions, in spotless, sunlit kitchens . . . every ingredient the finest of its kind. Pure and wholesome as fresh air and sunshine. It is wonderful for children. You actually taste the quality in every satisfying bite. Wouldn't one go great *right now!*

THE CANDY THE PUBLIC KNOWS . . WANTS . . AND BUYS WITH CONFIDENCE